**The 5 ‘W’s**

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| **Who?**   * *Who does the problem affect? (i.e specific groups, organizations,* * *Who are our primary/secondary users?* * *Who other than our primary/secondary users might we affect?* |  |
| **What?**   * What are the boundaries of the problem? (i.e organizational, work flow, geographic, customer, segments) * What is the current issue that require attention? * What is the ultimate goal/impact? * What are some background information that we need? * What does the end goal look like? * What would happen if we didn’t solve the problem? |  |
| **When?**   * When does the issue occur? * When does it need to be fixed? * When are we looking to plan, organize, ideate, design, prototype and ship? |  |
| **Where?**   * Where is the issue(problem) occurring? * Where do we need to focus on the most? |  |
| **Why?**   * Why is it important that we fix the problem? * What impact does it have on the business or customer? * What impact does it have on all stakeholders (i.e employees, suppliers, customers, shareholders) |  |